

Dienger, Whitney

55558 ver 2

From: Whitney Eversole [WEversole@strategicmediaplacement.com]

Sent: Friday, September 14, 2012 9:53 AM

To: Jacobs, Sarah

Cc: Dienger, Whitney

Subject: RE: Bengals

Good deal, thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]

Sent: Friday, September 14, 2012 9:45 AM

To: Whitney Eversole

Cc: Dienger, Whitney

Subject: Bengals

Per your call:

Bengals back in at \$9k, P3.

Took \$6500 Bengals that was N/A p4

Pulled \$1400 60 Minutes, \$800 Sunday LN, 1x Monday 5pm @\$350.

Added in 2x 430-5am w/o 9/17 @\$25/each P4.

Good to go.

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

9/14/2012

ORDER



Orders	Order / Rev:	55558
	Alt Order #:	
	Product Desc:	2680 OH US SEN
	Estimate:	2680
	Flight Dates:	09/12/12 - 09/25/12
	Original Date / Rev:	09/11/12 / 09/14/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	7669 Stagers Loop	
	Delaware, OH 43015	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Josh Mandel fo Ohio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/25/12	109	\$44,900.00	\$38,165.00	September 2012	109	\$44,900.00	\$38,165.00	0.00
					Totals	109	\$44,900.00	\$38,165.00	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$44,900.00
Market	100%	\$109,512.20

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$21,902.44
WLWT	20%	\$21,902.44
WSTR	10%	\$10,951.22
WXIX	9%	\$9,856.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/12/12	09/25/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	11111--	:30	5	\$200.00	P-3	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--1-1--	2	2	\$200.00	0.00							
Week:		09/17/12	09/23/12	1-111--	4	4	\$200.00	0.00							
Week:		09/24/12	09/30/12	11-----	2	2	\$200.00	0.00							
N 2	WKRC	09/12/12	09/25/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--111--	3	3	\$250.00	0.00							
Week:		09/17/12	09/23/12	11111--	5	5	\$250.00	0.00							
Week:		09/24/12	09/30/12	11-----	2	2	\$250.00	0.00							
N 3	WKRC	09/12/12	09/25/12		CM	6:30 AM-7:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00

Order / Rev:	55558	Advertiser:	Josh Mandel fo OHio US Senate
Alt Order #:		Product Desc:	2680 OH US SEN
Flight Dates:	09/12/12 - 09/25/12	Estimate:	2680
			Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
6a Good Morn Cincinnati (6:30 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	--111--	3	\$250.00	0.00								
	Week:	09/17/12	09/23/12	11111--	5	\$250.00	0.00								
	Week:	09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 4	WKRC	09/12/12	09/25/12	CBS This Morning	CM	7:00 AM-8:00 AM	111-1--	:30	4	\$125.00	P-3	0.00	NM	8	\$1,000.00
CBS Morning News (7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	--1-1--	2	\$125.00	0.00								
	Week:	09/17/12	09/23/12	111-1--	4	\$125.00	0.00								
	Week:	09/24/12	09/30/12	11-----	2	\$125.00	0.00								
N 5	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat (6:00 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1-	1	\$125.00	0.00								
	Week:	09/17/12	09/23/12	-----1-	1	\$125.00	0.00								
N 6	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat (7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1-	1	\$125.00	0.00								
	Week:	09/17/12	09/23/12	-----1-	1	\$125.00	0.00								
N 7	WKRC	09/15/12	09/22/12	CBS This Morning Saturday	CM	8a-10a	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
Saturday Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1-	1	\$150.00	0.00								
	Week:	09/17/12	09/23/12	-----1-	1	\$150.00	0.00								
N 8	WKRC	09/13/12	09/24/12	The Price is Right	CM	11a-12p	1-11----	:30	3	\$250.00	P-3	0.00	NM	5	\$1,250.00
The Price is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	---1----	1	\$250.00	0.00								
	Week:	09/17/12	09/23/12	1-11----	3	\$250.00	0.00								
	Week:	09/24/12	09/30/12	1-----	1	\$250.00	0.00								
N 9	WKRC	09/12/12	09/25/12	Local 12 News at Noon	CM	12p-1230p	11111--	:30	5	\$250.00	P-3	0.00	NM	6	\$1,500.00
Local 12 News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	--1-1--	2	\$250.00	0.00								
	Week:	09/17/12	09/23/12	-1-1----	2	\$250.00	0.00								
	Week:	09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 10	WKRC	09/12/12	09/25/12	Soap Rotator	CM	1230p-2p	111-1--	:30	4	\$200.00	P-3	0.00	NM	5	\$1,000.00
Soap Rotator															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	--1-1--	2	\$200.00	0.00								
	Week:	09/17/12	09/23/12	-1-1----	2	\$200.00	0.00								
	Week:	09/24/12	09/30/12	11-----	1	\$200.00	0.00								
N 11	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (9:00 AM-9:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1	1	\$225.00	0.00								
	Week:	09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 12	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (9:30 AM-10:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1	1	\$225.00	0.00								
	Week:	09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 13	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (10:00 AM-10:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	-----1	1	\$225.00	0.00								
	Week:	09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 14	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	1030a-11a	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00

Order / Rev:	55558	Advertiser:	Josh Mandel fo OHio US Senate
Alt Order #:		Product Desc:	2680 OH US SEN
Flight Dates:	09/12/12 - 09/25/12	Estimate:	2680

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WKRC	09/16/12	09/23/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				11p Sa-Su Local 12 Nws	11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$800.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	09/10/12-09/16/12	11p Sa-Su Local 12 Nws	11p-1135p	-----Su	:30	(\$800.00)	0.00	NM				
		See MG 15.6,15.7,15.8													
		[Client Request]													
		Week: 09/17/12	09/23/12	-----1	1	\$800.00	0.00								
N23	WKRC	09/16/12	09/16/12	Sun Reg 1	CM	7p-8p	-----1	:30	1	\$1,400.00	P-3	0.00	NM	0	\$0.00
				Sun Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$1,400.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	09/10/12-09/16/12	Sun Reg 1	7p-8p	-----Su	:30	(\$1,400.00)	0.00	NM				
		See MG 15.6,15.7,15.8													
		[Client Request]													
N24	WKRC	09/16/12	09/16/12	Bengals vs Cleveland	CM	1P-4P	-----1	:30	1	\$6,500.00	P-4	0.00	NM	0	\$0.00
				Bengals vs Cleveland	9/16										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$6,500.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	09/10/12-09/16/12	Bengals vs Cleveland	1P-4P	-----Su	:30	(\$6,500.00)	0.00	NM				
		See MG 15.6,15.7,15.8													
		[No Avail]													
													Totals	109	\$44,900.00